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Jain et al.

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(54) **DISTRIBUTING CONTENT ITEMS TO USERS**

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H04L 29/06 (2006.01)

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CPC **H04L 65/607** (2013.01); **H04L 65/4084** (2013.01); **H04L 65/602** (2013.01)

(58) **Field of Classification Search**
CPC H04N 7/173; H04L 65/607
See application file for complete search history.

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Primary Examiner — Nicholas Taylor

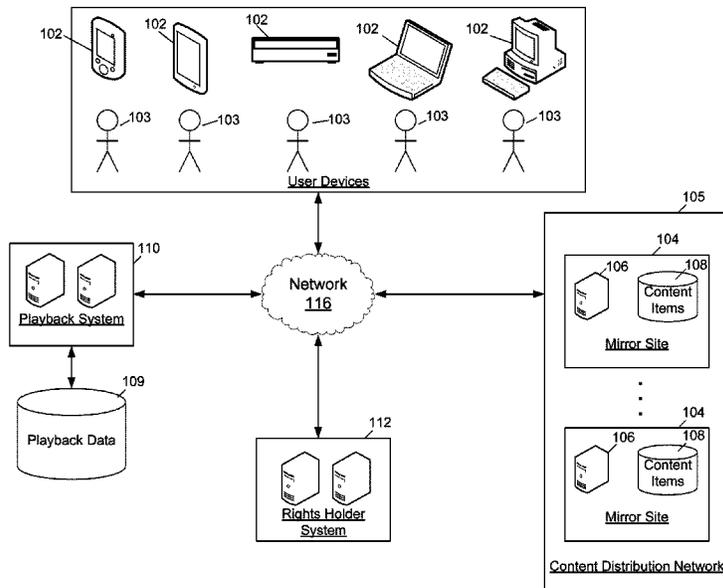
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(57) **ABSTRACT**

Systems and methods for providing content items to users. A first content item is divided into an opening portion and a remainder portion. The opening portion begins at a chronological beginning of the first content item and ends a predetermined number of digital units from the chronological beginning of the first content item. The opening portion may be encoded according to an encoding format. The opening portion may be stored at a first remote data storage location. In response to a request for the content item from a user device, the first remote data storage location is instructed to stream the opening portion to the user device. The remainder portion may be encoded according to the encoding format and streamed to the user device.

8 Claims, 11 Drawing Sheets



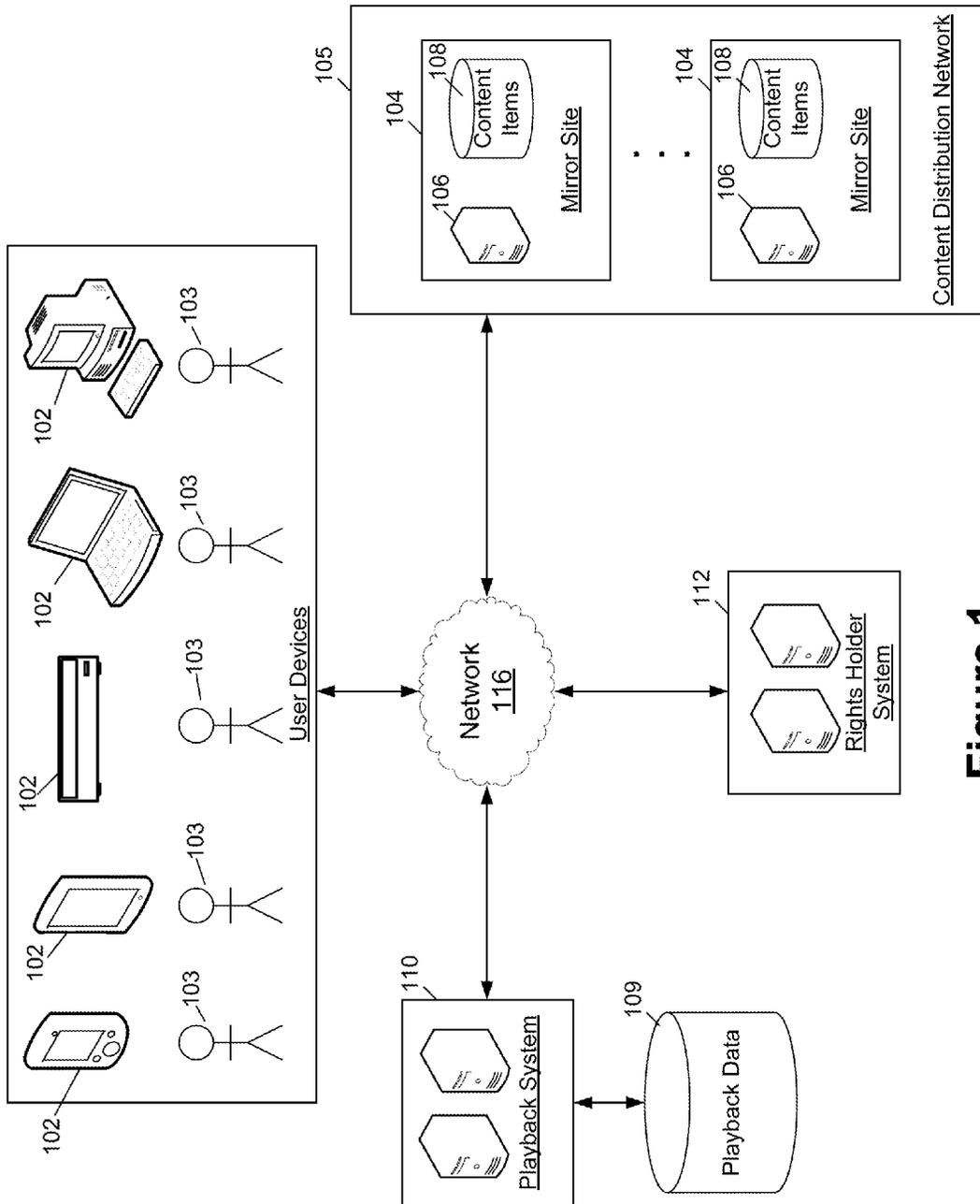


Figure 1

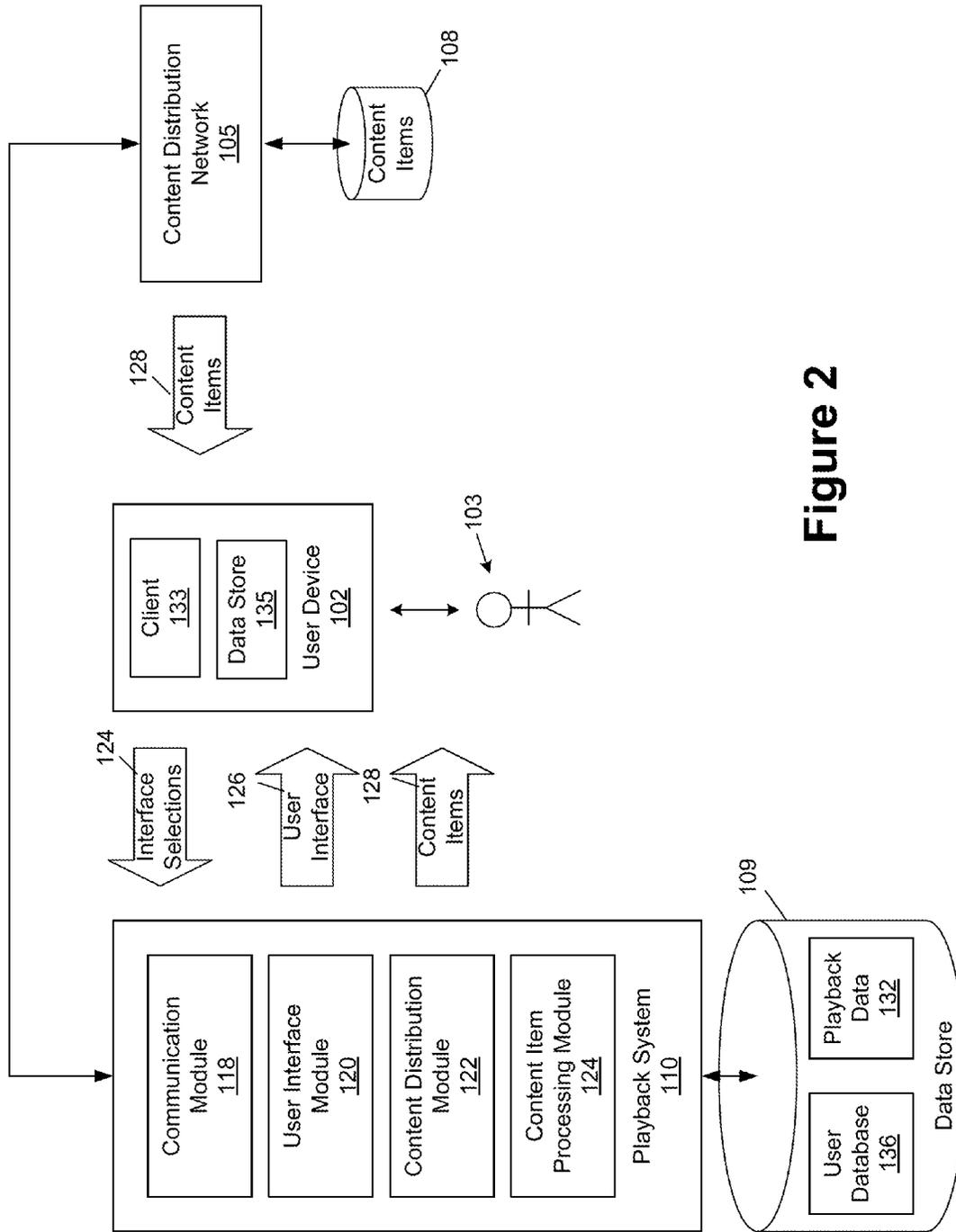


Figure 2

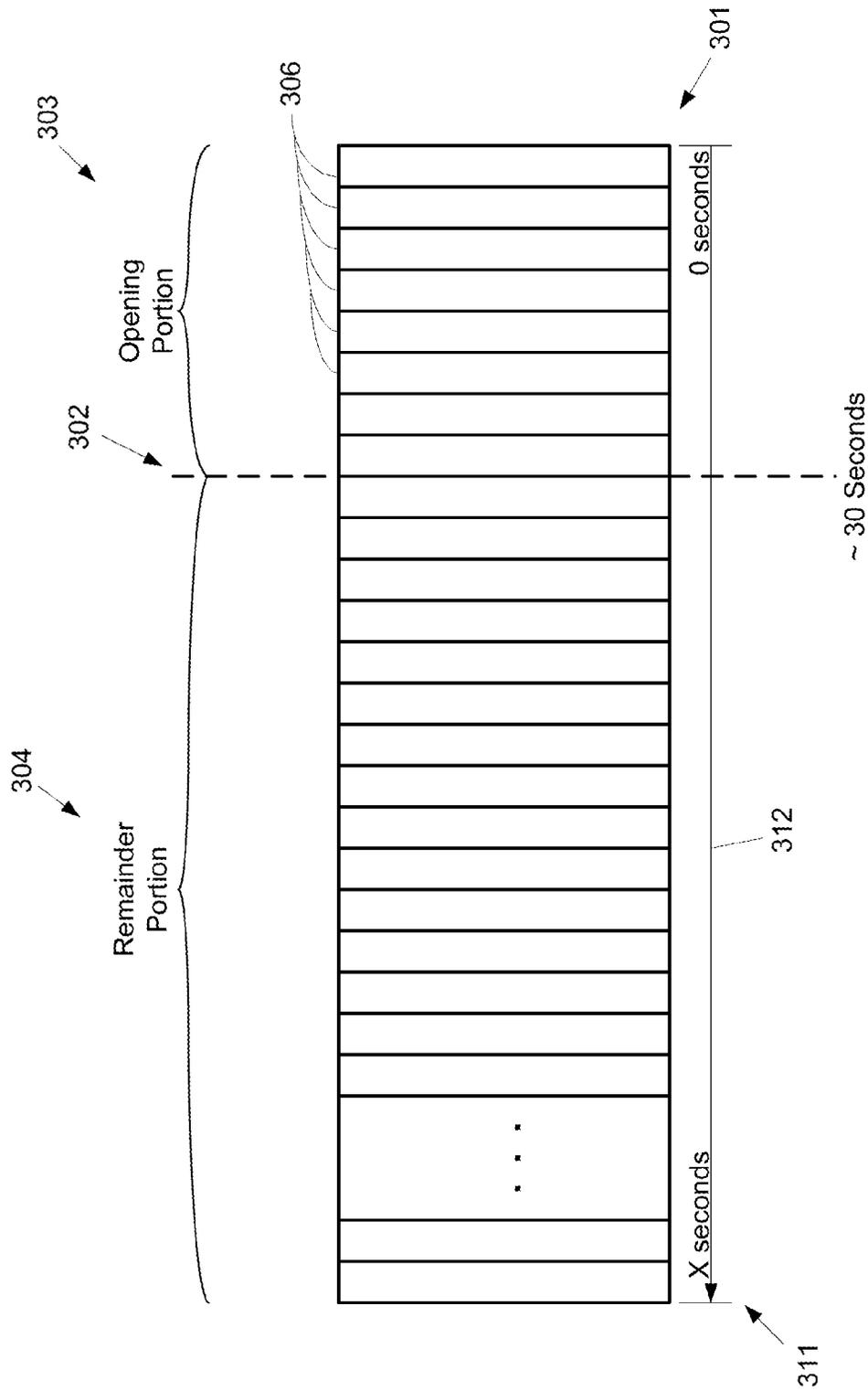


Figure 3

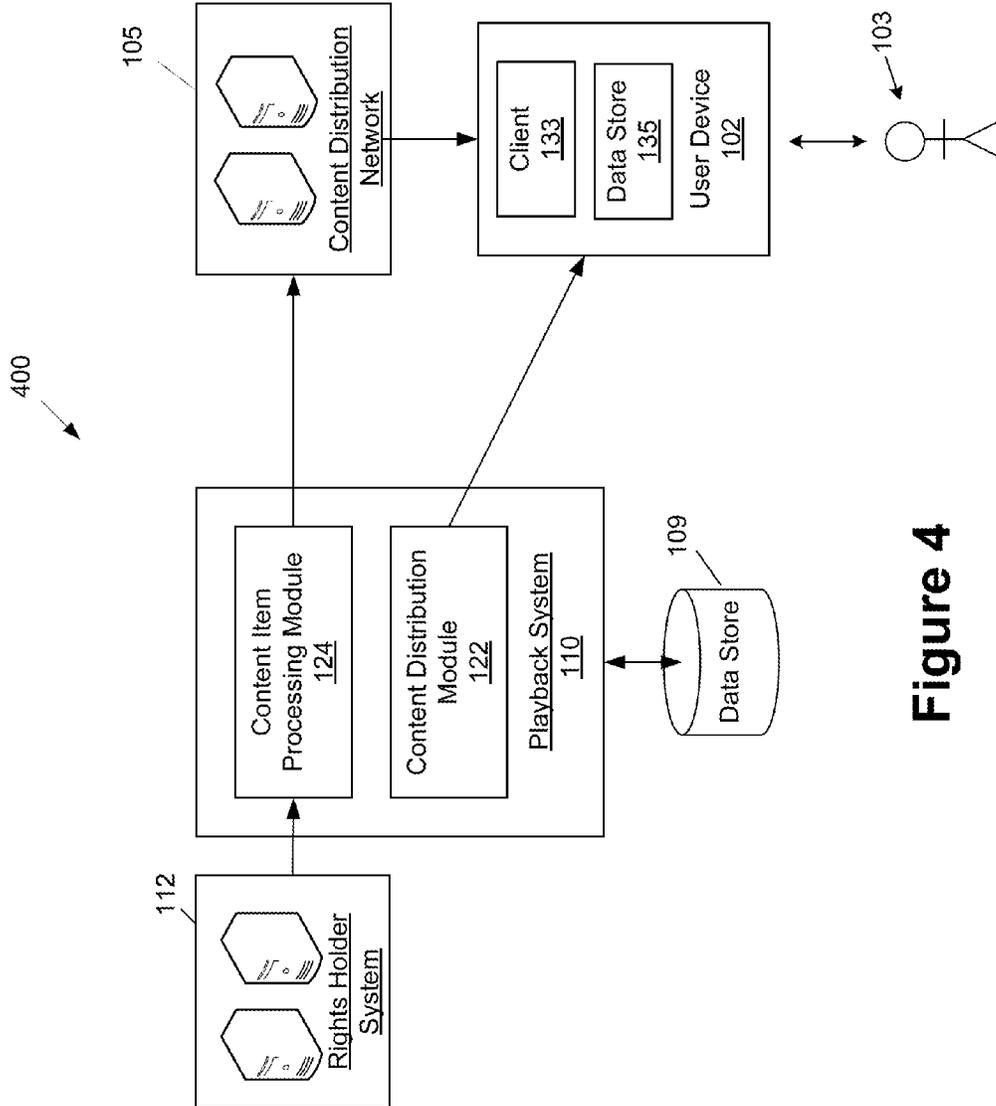


Figure 4

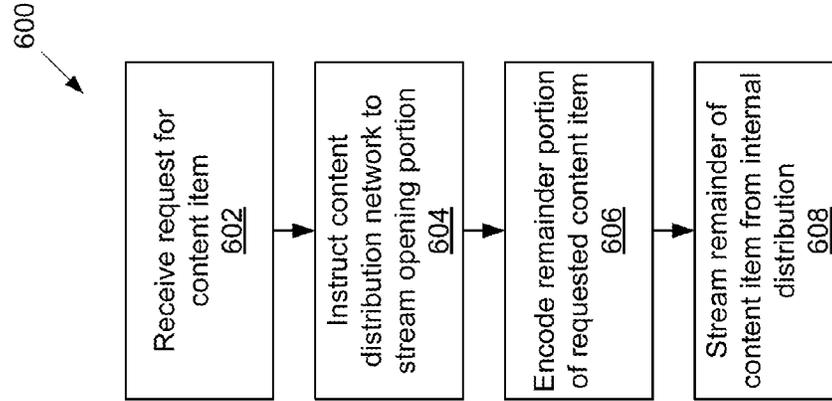


Figure 6

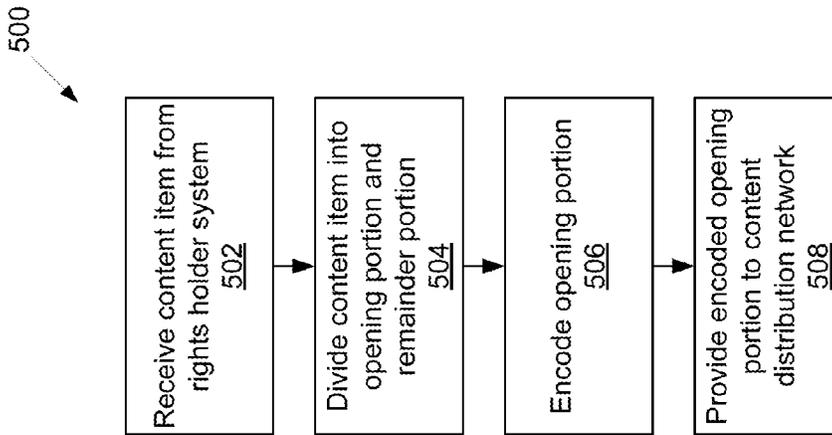


Figure 5

700

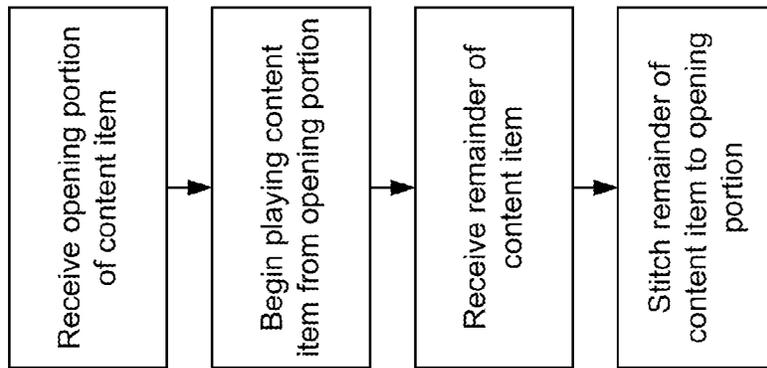


Figure 7

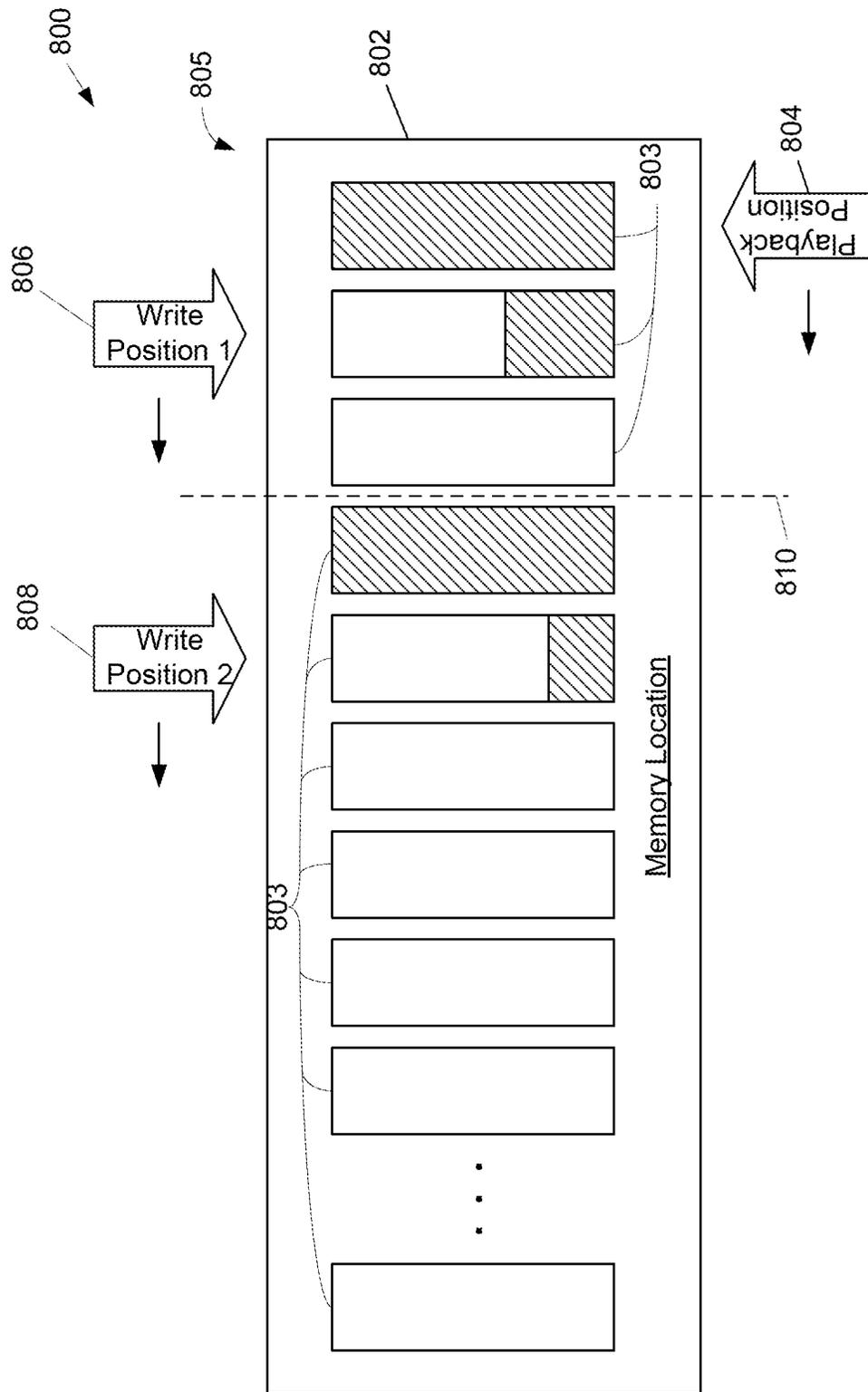


Figure 8

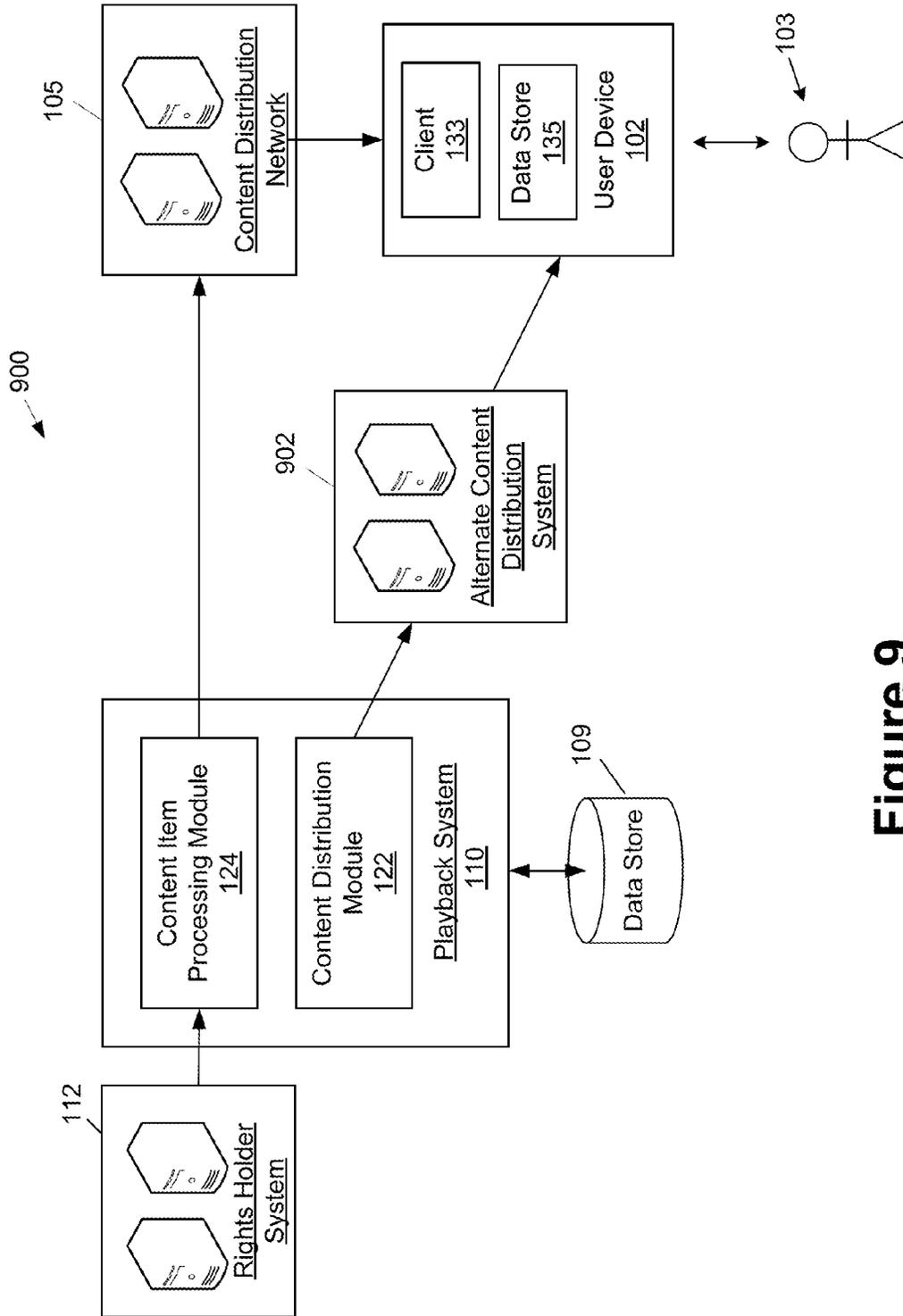


Figure 9

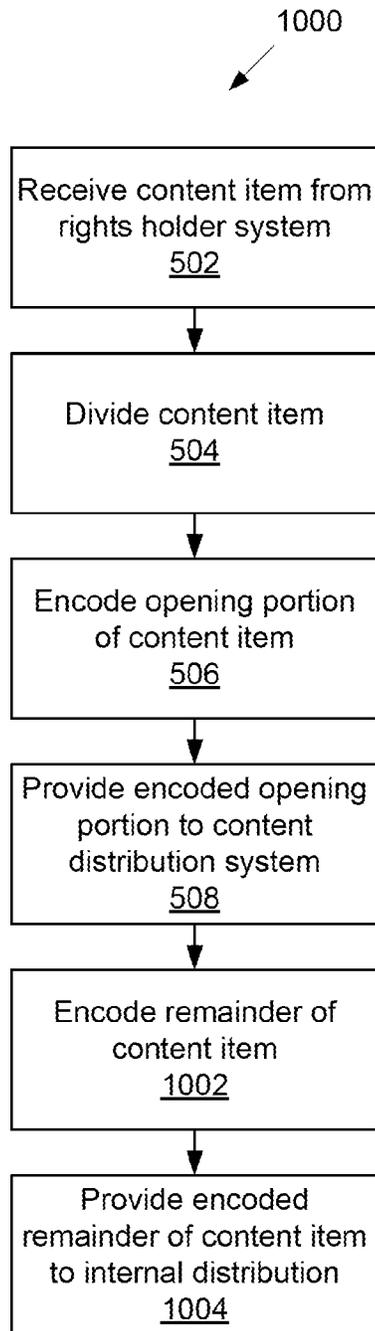


Figure 10

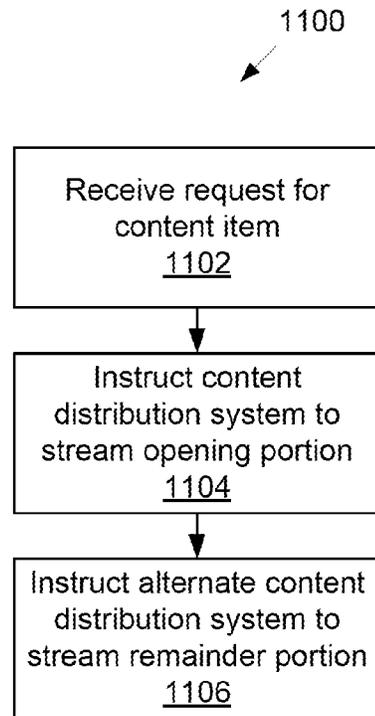


Figure 11

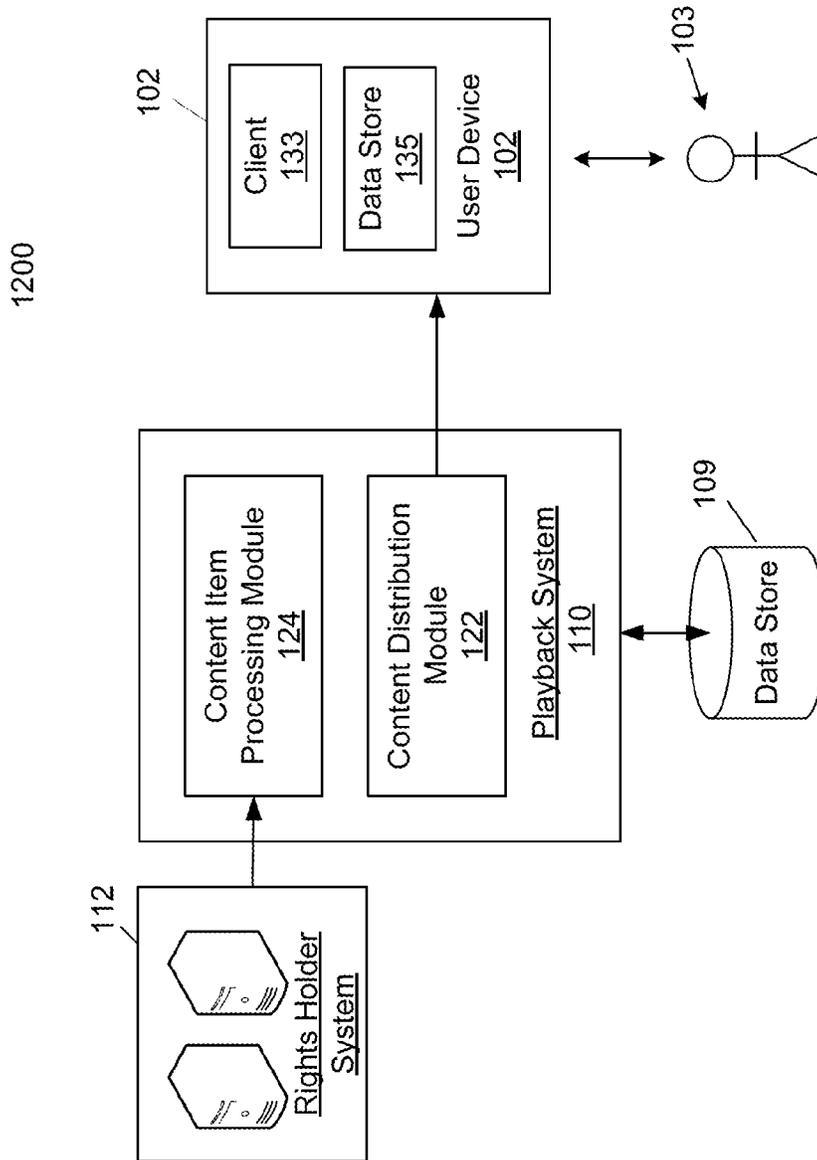


Figure 12

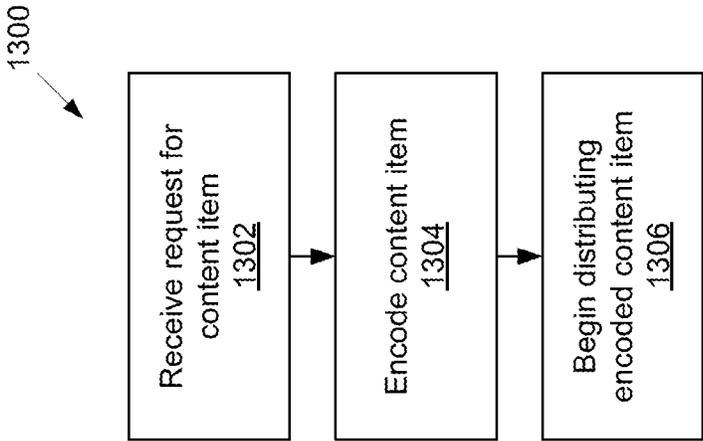


Figure 13

DISTRIBUTING CONTENT ITEMS TO USERS

BACKGROUND

This application generally relates to distributing content items, such as audio tracks, to users.

A proliferation of content provider services gives users access to all types of digital content including, music, movies, books, etc. Typically, a content provider service obtains license rights to a library of digital content. A user subscribes to the content provider service to receive content items, either individually or bundled together (e.g., by genre) via a stream. Users receive the content items via various different types of user devices including, for example, mobile devices, other computers, network-enabled stereo receivers, etc. Users are charged according to many different types of payment methodologies including, for example, periodic subscription charges, charges by content item, charges by unit time, etc. Traditional search engines and similar tools allow users to search libraries of available content to find content items for viewing, listening and/or downloading.

DRAWINGS

Various example embodiments are described herein by way of example in conjunction with the following figures, wherein:

FIG. 1 is a block diagram showing one example embodiment of an environment for implementing systems and methods for distributing content items to users.

FIG. 2 is a block diagram showing one example embodiment of a playback system in communication with a user device and a content distribution network.

FIG. 3 is a block diagram showing one example embodiment of a content item illustrating how the content item may be divided into opening and remainder portions.

FIG. 4 is a block diagram illustrating one example embodiment of a process for receiving content items and providing the content items to content provider service users.

FIG. 5 is a flow chart illustrating one example embodiment of a process flow for receiving and processing content items in conjunction with the block diagram of FIG. 4.

FIG. 6 is a flow chart illustrating one example embodiment of a process flow for receiving and processing content item requests in conjunction with the block diagram of FIG. 4.

FIG. 7 is a flow chart illustrating one example embodiment of a process flow that may be executed by a user device to receive, stitch and play the opening and remainder portions of the requested content item.

FIG. 8 is a block diagram illustrating the stitching and playback of the process flow of FIG. 7.

FIG. 9 is a block diagram of one example embodiment of a process for receiving content items and providing the content items to content provider service users that utilizes an alternate content distribution system.

FIG. 10 is a flow chart illustrating one example embodiment of a process flow for receiving and processing content items in conjunction with the block diagram of FIG. 9.

FIG. 11 is a flow chart illustrating one example embodiment of a process flow for receiving and processing content item requests in conjunction with the system of FIG. 9.

FIG. 12 is a block diagram of one example embodiment of a process for providing content items to content provider service users without utilizing a content distribution network.

FIG. 13 is a flow chart illustrating one example embodiment of a process flow for providing content items according to the block diagram of FIG. 12.

DESCRIPTION

Various example embodiments are directed to systems and methods for distributing content items to users, for example, while minimizing the amount of data stored at disparate storage locations, such as content distribution networks. Under common practice, content provider services utilize one or more content distribution networks to distribute content items to users. The content provider service uploads copies of all or a portion of its digital content library to the content distribution network. The content distribution network subsequently stores the digital content library at a number of distributed mirror sites. When a user requests a content item, the content provider service instructs the content distribution network to transmit (e.g., stream) the content item to the user. The content distribution network selects the mirror site that is closest to the user geographically and/or according to network topology and streams the content item to the user from the selected mirror site.

This procedure allows users to receive content items in a reliable manner without undue delay. However, it also adds considerable operating expenses for the content provider services. Most commercially available content distribution networks charge content provider services based on the total size of the digital content items stored. Accordingly, the content provider service's distribution expenses increase with the size of its digital content library, often regardless of how often individual content items are accessed. Also, many content provider services support different user device clients that expect to receive content items according to different encoding formats. Therefore, it is often necessary to pay for the storage of multiple copies of some or all of the content items, with different copies corresponding to different encoding formats.

According to various example embodiments, commercial content distribution network costs are minimized by dividing content items into opening portions and remainder portions. The opening portions comprise a predetermined number of digital units representing the beginning of the content item playback such as, for example, the first thirty (30) seconds of content item playback. The opening portions are pushed to a content distribution network while the remainder portions are stored at a system associated with the content provider service (e.g., a system where storage is less expensive than at the content distribution). When a user requests a content item, the content provider service instructs the mirror site to begin streaming the opening portion of the content item to the user. The content provider service also begins streaming the remainder portion to the user. Due to the nature of the content distribution network, the stream of the opening portion may arrive at the user device relatively quickly. The stream of the remainder portion may be arrive later. The user device (e.g., a client executing on the user device) may be configured to begin playback of the content item upon receiving the stream of the opening portion. When the stream of the remainder portion is received, the client stitches the opening portion and the remainder portion together. The size of the opening portion may be selected such that the stream of the remainder portion is received and stitched to the opening portion before playback of the content item reaches the end of the opening portion. Because only the opening portion is stored with the content distribution network, the associated distribution costs for the content provider service may be greatly reduced.

Reference will now be made in detail to several example embodiments, examples of which are illustrated in the accompanying figures. Wherever practicable, similar or like reference numbers may be used in the figures and may indicate similar or like functionality. The figures depict example

embodiments of the disclosed systems (or methods) for purposes of illustration only. One skilled in the art will readily recognize from the following description that alternative example embodiments of the structures and methods illustrated herein may be employed without departing from the principles described herein.

FIG. 1 is a block diagram showing one example embodiment of an environment 100 for implementing systems and methods for distributing content items to users. The environment 100 comprises one or more playback systems 110, one or more rights holder systems 112, one or more content distribution networks 105, one or more outside information systems 113, and a plurality of user devices 102. Each user device 102 may be associated with a user 103. For example, a user 103 may own, lease, or otherwise have rights to use his or her associated user device 102. The user devices 102 may receive various content items and/or user interfaces from and/or through other sites 105, 110 of the environment 100 and provide the content items to the associated user 103, for example, as described herein. User devices 102 may comprise any type of network-enabled computer device that may be utilized by a user to receive and/or view content items. Examples of user devices include smart phones, tablet computers, laptop computers, desktop computers, network-enabled stereo receivers, etc. In some example embodiments, each user 103 is associated with a subscription account to one or more content provider services. It will be appreciated, however, that subscription accounts may be associated with user devices 102 in addition to or instead of being associated with users 103. In some example embodiments, subscription accounts may be associated with a geographic location or area, for example, the primary geographic location or area from which the user 103 and/or user device 102 contacts the playback system 110, as described herein.

Content provider services may be embodied by one or more playback systems 110, which may operate in conjunction with one or more content distribution networks 105. The playback system 110 may receive a request for a content item from a user 103 (e.g., via a user interface). The playback system 110 may authenticate the user 103 and/or associated user device 102 to determine that the user 103 and/or the user device 102 has an active subscription that entitles the user 103 (and/or device 102) to access the requested content item. Provided that the authentication is successful, the playback system 110 may cause the requested content item to be provided to a user device 102 associated with the requesting user 103. For example, the playback system 110 may request that the content item be transmitted to the user device 102 by a content distribution network 105. Content items may be transmitted from the content distribution network 105 (e.g., a mirror site 104 thereof) to a user device 102 in any suitable manner. For example, the content items may be transmitted via a secure communication channel formed between the mirror site 104 and the user device 102 such as a transport layer security (TLS) or secure socket layer (SSL) channel. Also, for example, some content items may be individually encrypted during communication or transmitted in the clear. It will also be appreciated that content items may be provided to user devices 102 as discrete files or units or as part of a stream of content.

The playback system 110 may be programmed to implement various tools allowing users 103 to search available

content items provided via a user interface. Examples of such tools may include search engines, play lists and radio stations. Search engines allow users 103 to locate content items according to any suitable searching methodology such as, for example, key word searches, searches by genre, searches by content item type, etc. Play lists may be lists of content items, for example, stored at playback systems 110. A play list may be created automatically, created by editorial staff of the content service provider and/or created based on input from a user device 102. Play lists may be available to all users 103, only to originating users 103, to select users 103, etc. In some example embodiments, users 103 have associated user play lists. User play lists can be play lists that the user 103 generated and/or selected to be associated with the user's account. In some example embodiments, user play lists may be selected and associated with a user's account automatically (e.g., by the playback system 110). A radio station may comprise a flow of content items generated, for example, by a playback system 110 and, for example, streamed to one or more users. The content items making up a radio station flow may be repeated and/or continuously updated (e.g., by the playback system 110). Specific content items may be included in a radio station flow or may be selected based on one or more common characteristics (e.g., similarity to a set of user selected content items, a common genre, a common artist, a common theme, etc.). In addition to indications of content items, user play lists may also include indications of radio station flows.

In some example embodiments, the playback system 110 comprises a data store 109. The data store 109 stores data including, for example, some or all of the digital content library including, for example, the remainder portions, as described herein. In some example embodiments, the playback system 110 partially or completely provides the content items directly to the users 103 thus replacing some or all of the functionality of the mirror sites 104. In some example embodiments, the data store 109 also comprises a user database that includes data describing various users 103 including, for example, user play lists associated with users.

The content distribution network 105 may comprise one or more distributed mirror sites 104. Each site 104 may comprise one or more data stores 108 comprising content items and a server or other computer device 106 for processing requests. The mirror sites 104 may be mirrors of one another located at disparate geographic and/or network locations. For example, the content distribution network 105 may balance the loads of various mirror sites 104 by directing requests to transmit content items to different mirror sites 104 based on geographic and/or network proximity between the requesting user device 102 and the various mirror sites 104, loads on the mirror sites 104, etc. In some example embodiments, the content distribution network 105 may be administered by a third-party vendor of the content provider service such as, for example, LIMELIGHT NETWORKS.

In some example embodiments, the environment 100 also comprises one or more rights holder systems 112. Rights holder system 112 may be associated with entities that hold the rights (e.g., copyright, trademark, etc.) in content items making up the digital content library. Rights holder systems 112 may provide digital content items to the playback system 110 and/or content distribution system(s) 104. In some example embodiments, rights holder systems 112 also indicate to the playback system 110 digital content that is to be removed from the digital content library including, for example, digital content items for which license rights have expired, digital content items that are being re-released in another form, etc.

The various components **102**, **104**, **105**, **110**, **112**, etc. of the environment **100** may communicate with one another via a network **116**. The network **116** may be any suitable type of wired, wireless, or mixed network and may comprise, for example, the Internet, a local area network (LAN), a wide area network (WAN), etc. In some example embodiments, some or all of the functionality for implementing a content provider service may be consolidated in a single system. For example, any combination of the playback system **110** and/or the content distribution network **105** or various mirror sites **104** may be consolidated into one or more single systems (e.g., at a common geographic location).

FIG. 2 is a block diagram showing one example embodiment of a playback system **110** in communication with a user device **102** and a content distribution network **105**. The playback system **110** is programmed to execute example functional modules **118**, **120**, **122**, **124**. A communication module **118** may be programmed to facilitate communication between the playback system **110** and various other components of a content provider service such as, for example, the content distribution network **105**, rights holder systems **112**, etc. A user interface module **120** may be programmed to generate a user interface **126** and provide the interface **126** to users **103** (e.g., via the associated user devices **102**). The interface **126** may provide the users **103** with indications of available content items. In some example embodiments, the interface **126** may provide the users **103** with indication of user play lists from which the users may select content items for streaming and/or download. The user **103** may select one or more content items, for example, via selections **124** made through the user interface **126**. In response, the playback system **110** may initiate the provision of the selected content items **132** to the user device **102**.

A content distribution module **122** may facilitate the distribution of the selected content items. For example, the content distribution module **122** may instruct the content distribution network **105** (e.g., via the communication module **118**) to provide the content items **132** (or opening portions thereof) to the user **103**. Also, in some example embodiments, the content distribution module **122** may distribute content items **132** directly from the playback data store **109** to the user **103** (e.g., remainder portions thereof). A content item processing module **124** may receive content items from various rights holder systems **112** and process the content items **128** for provision to users **103**. For example, the content item processing module **124** may be configured to condition content items **128**, encode content items **128** according to various encoding formats, divide content items into opening and remainder portions, etc., as described herein.

In some example embodiments, the playback data store **109** comprises various databases **134**, **136** comprising data used by the playback system **110**. A user database **136** comprises various data describing users of the content provider service implementing the playback system **110**. Such data may include, for example, account data, log-in information, usage logs, etc., and may be used to authenticate or log the user **103** into the content provider service implemented, at least in part, by the playback system **110**. In various example embodiments, the user data stored at the user database **136** also comprises user play lists including user play list generated by a user **103**, provided to the user **103** by another user **103**, assigned to the user by the content provider service, etc. A content item store **132** may comprise content items to be provided to the user **103** directly through playback system **110** (e.g., not through the content distribution network **105**). For example, the content item store **132** may comprise remainder portions of content items **128**.

The example user device **102** shown in FIG. 2 comprises a client **133** for facilitating communication with the playback system **110**. The client **133** may facilitate communications with the playback system **110**. For example, the client **133** may receive and display the user interface **126** from the playback system **110** and receive and transmit interface selection **126** from the user **103**. The client **133** may also be programmed to stitch content item opening portions and remainder portions during playback, as described herein. In some example embodiments, the user device **102** may also comprise data storage **135** for storing locally stored user play lists, downloaded content items, etc.

According to various example embodiments described herein, the playback system **110** or other component of the content provider service divides content items, distributing the opening portions of the content items through a content distribution network **105** and the remainder portion of the content items according to an alternate distribution method. FIG. 3 is a block diagram showing one example embodiment of a content item **300** illustrating how the content item **300** may be divided into opening and remainder portions. The content item **300** is comprised of a plurality of digital units **306**. The digital units **306** may correspond to any suitable unit of data including, for example, bits, bytes, etc. The digital units **306** are logically arranged in playback order from a chronological beginning of the item **301** to a chronological end of the item **311**. The logical order of the digital units **306** corresponds to a playback of the content item **300**, as illustrated by playback axis **312**. The playback axis **312** indicates positions of the playback of the content item **300** in units of time (e.g., seconds). The chronological beginning **301** comprises a first digital unit **306** corresponding to zero seconds in the content item playback. Digital units **306** corresponding to progressively later portions of the content item playback are positioned to the left.

To divide the content item **306**, the playback system **110** selects a breakpoint **302**. The opening portion **303** of the content item **300** comprises digital units **306** logically positioned before the breakpoint **302** according to the axis **312**. The remainder portion **304** of the content item **300** comprises digital units **306** logically positioned after the breakpoint **302**. The breakpoint **302** may be set to digital unit **306** at a logical position corresponding to a predetermined playback time (e.g., approximately 30 seconds into the content item playback). Digital units **306** that are logically positioned before the breakpoint **302** are part of the opening portion **303**, while digital units **306** that are logically positioned after the breakpoint **302** are part of the remainder portion. Accordingly, in the illustrated content item, the opening portion **303** corresponds to about 30 seconds of the content item playback.

The position of the breakpoint **302**, and therefore the size and playback time of the opening portion **303**, may be selected in any suitable manner. For example, it will be appreciated that the stream of the opening portion **303**, provided by a content distribution network **105**, may arrive at a user device **102** sooner than the stream of the remainder portion. In some embodiments, the playback system **110** selects the playback time associated with the opening portion **303** so that the remainder portion **304** stream is received and stitching is complete before playback of the opening portion **303** is complete. In this way, the user **103** may not experience any pause in the content item playback.

It will be appreciated that the content item **300** may comprise and/or be associated with additional metadata describing properties of the content item. Some example embodiments of the content item **300** comprise a metadata header positioned at a logical head of the content item **300** (e.g.,

logically before the zero playback point). The playback system **110** may deal with a header or other metadata portion of the content item **300** in any suitable manner. For example, in some example embodiments, the metadata may be associated with the opening portion **303**. The breakpoint **302** may be positioned to include in the opening portion the metadata and additional digital units **306**. The position of the breakpoint **302** in the playback of the content item, however, may be determined by digital units **306** that are not part of the header.

FIG. 4 is a block diagram **400** illustrating one example embodiment of a process for receiving content items and providing the content items to content provider service users. FIG. 5 is a flow chart illustrating one example embodiment of a process flow **500** for receiving and processing content items in conjunction with the block diagram **400** of FIG. 4. Referring to FIGS. 4 and 5, the playback system **110** may receive a content item from the rights holder system **112** at **502**. The content items may be received in any suitable format. For example, audio content items may be received as WAV files (*.wav), Windows Media files (*.wma), free lossless audio code (*.flac), advanced audio coding of various bit-rates (*.aac), MPEG-1 or MPEG-2 audio layer III (*.mp3), etc. In various example embodiments, the playback system **110** (e.g., the communications module **118** and/or content processing module **124** thereof) may operate a file transfer protocol (FTP) server or service or use any other suitable mechanism to receive the content item.

At **504**, the playback system **110** (e.g., the content item processing module **124** thereof) divides the received content item into an opening portion and a remainder portion. The opening portion, as described with respect to FIG. 3, may begin at a chronological beginning of the first content item and end a predetermined number of digital units from the chronological beginning. The remainder portion may comprise the rest of the content item that is not a part of the opening portion. The size of the opening portion may be determined in any suitable manner. In some example embodiments, the content processing module **124** may estimate a delay between when a requesting user device **102** will receive a first stream comprising the opening portion and when the requesting user device **102** will receive a second stream comprising the remainder portion. The opening portion size, then, may be selected as a predetermined number of digital units corresponding to a playback time of the content item that is equal to or greater than the delay. In some embodiments, the content processing module **124** may also consider a time necessary for encoding the remainder portion. For example, the delay between the first and second streams may comprise a communications delay as well as a time for encoding the remainder portion.

At **504**, content item processing module **124** encodes the opening portion of the content item. In some example embodiments, this may involve processing the content item utilizing an "encoding farm" or a number of servers or other computer hardware items that are configured to encode content items. For example, the encoding farm may be part of the playback system **110**. The opening portion may be encoded into any suitable encoding format including, for example, those indicated above. At **508**, the playback system **110** provides the encoded opening portion to the content distribution network **105**. The remainder portion may remain un-encoded and may be stored, for example, at the data store **109**. Although the process flow **500** is described in the context of a single content item, it will be appreciated that the playback system **110** may receive and process multiple content items in the described manner concurrently. Different content items may be encoded according to different encoding formats.

Also, in some example embodiments, each content item, or opening portion thereof, may be encoded into multiple different encoding formats, with versions of the opening portion in each encoding format being provided to the content distribution network **105**. In this way, the playback system **110** and content distribution network may support different clients **133** according to different encoding formats. In some example embodiments, the playback system **110** may encode the remainder portion before storing at the data store **109**. It will be appreciated that this may allow the playback system **110** to provide the remainder upon request without first having to encode it.

FIG. 6 is a flow chart illustrating one example embodiment of a process flow **600** for receiving and processing content item requests in conjunction with the block diagram **400** of FIG. 4. At **602**, the playback system **110** (e.g., the content distribution module **122** thereof) may receive a request for a content item. The request may originate from a user device **102** associated with a user **103** and, for example, from a client **133** executing on the user device **102**. In some example embodiments, the playback system **110**, upon receiving the request, authenticates the user **103** and/or checks the user's subscription status. At **604**, the playback system may instruct the content distribution network **105** to begin distributing the requested content item to the user device **102**. In some example embodiments, the instruction to the content distribution network **105** includes an indication of a desired delivery encoding format. The delivery encoding format indicates the encoding format in which the content item should be delivered to the user device **102**. Upon instruction, the content distribution network **105** may begin streaming the opening portion of the content item to the user device **102**, for example, according to the indicated encoding format.

At **606**, the playback system (e.g., the content distribution module **122** thereof) encodes the remainder of the requested content item. In some example embodiments, the encoding is performed utilizing the encoding farm referenced herein above. Upon completion of the encoding, the content distribution module **122** may begin to stream the remainder portion of the requested content item to the user device at **608**. In some example embodiments, the playback system **110** may have encoded the remainder portion at the time it was divided from the opening portion. Accordingly, action **606** may be omitted. Also, although the process flow **600** pertains to a single content item request, it will be appreciated that the actions shown in the process flow **600** may be repeated to respond to additional content item requests from the same user device **102** or different user devices **102**.

FIG. 7 is a flow chart illustrating one example embodiment of a process flow **700** that may be executed by a user device **102**, for example a client **133** thereof, to receive, stitch and play the opening and remainder portions of a requested content item. At **702**, the user device **102** begins receiving the stream of the opening portion of the requested content item from the content distribution network **105**, for example, from a selected mirror site **104** thereof. The opening portion, as it is received, is progressively stored to a memory location. At **704**, the client **133** of the user device **102** begins playback of the requested content item from the memory location. The playback begins at a chronological beginning of the content item, which may be the logical beginning of the memory location. At **706**, the user device **102** begins receiving the stream of the remainder of the requested content item. At **708**, the client **133** of the user device **102** may stitch the opening portion and remainder portion of the requested content item together. For example, the stitching may involve progressively storing the remainder portion, as it is received, to the

memory location. Storing of the remainder portion may begin at an offset position, as described below. For example, the end of the opening portion and the beginning of the remainder portion may be logically adjacent. The stitching may be completed before the playback reaches the split between the opening and remainder portions. In this way, the user device 102 may playback the requested content item without interruption.

FIG. 8 is a block diagram 800 illustrating the stitching and playback of the process flow 700. The block diagram 800 shows a memory location 802 that may be a memory location in the data store 135 of the user device 102. The memory location 802 comprises a plurality of logical positions 803, where each logical position 803 may contain one or more data units. The memory location 802 and logical memory positions 803 may correspond to any suitable denomination of memory including, for example, files, data blocks, directories, etc. When the user device 102 receives the stream of the opening portion 303 of the content item, it progressively writes the received opening portion starting at a logical beginning 805 of the memory location 802. A marker 806 indicates a write position of the first stream. The write position may begin at the logical beginning 805 of the memory location 802, and proceed, for example, to the left as logical positions 803 are filled. In the example illustrated by FIG. 8, the first logical position 803 is filled, while the next logical position 803 is partially filled. Playback of the content item may also begin at the logical beginning 805 of the file, as indicated by playback position marker 804. As playback progresses, the playback position tracks to the left, as indicated in FIG. 8.

When the stream of the remainder portion 304 is received, the client 133 begins progressively writing the remainder portion 304 at the memory location 802, albeit starting at an offset position 810 offset from the logical beginning 805 of the memory location. The number of digital units between the offset position 810 and the logical beginning 805 of the memory location 802 (e.g., the offset) may correspond to the number of digital units between the breakpoint 302 and the chronological beginning 301 of the content item 300. For example, when stream of the opening portion 303 concludes, the digital units 306 making up the opening portion 303 may extend from the logical beginning of the memory location 805 to the offset position 810. The playback position 804 may progress across then offset position 810 to play the remainder 304 of the content item 300. The value of the offset may be a standard number of digital units known to the client 133. In some example embodiments, the client 133 receives the value of the offset with either the stream of the opening portion or the stream of the remainder portion. In some embodiments, a header or other metadata is placed at the logical beginning 805 of the memory location 802, meaning that the offset between the position 810 and the logical beginning 805 of the memory location 802 may correspond to the number of digital units between the breakpoint 302 and the chronological beginning 301 of the content item 300 plus an offset for the header.

FIG. 9 is a block diagram 900 of one example embodiment of a process for receiving content items and providing the content items to content provider service users that utilizes an alternate content distribution system 902. For example, the remainder portion of content items may be provided by the alternate content distribution system 902. As described herein, the remainder portion of content items need not be streamed to the user 103 as quickly as the opening portion. Accordingly, the alternate content distribution system 902 may be a slower, and therefore less expensive, alternative to the content distribution network 105. For example, the alter-

nate content distribution system 902 may not include mirror sites and/or may include fewer or less well-distributed mirror sites.

FIG. 10 is a flow chart illustrating one example embodiment of a process flow for receiving and processing content items in conjunction with the block diagram 900. The process flow 1000 may be executed in a manner similar to that described above with respect to the process flow 500. A content item is received from a rights holder system 112 at 502. The content item is divided into an opening portion and a remainder portion at 504. At 506, the opening portion is encoded and provided to the content distribution network (508). Subsequently, the remainder portion is also encoded at 1002 and provided to the alternate content distribution system 902 at 1004.

FIG. 11 is a flow chart illustrating one example embodiment of a process flow 1100 for receiving and processing content item requests in conjunction with the system 900. At 1102, the playback system 110 (e.g., the content distribution module 122 thereof) may receive a request for a content item. At 1104, the content distribution module 122 instructs the content distribution network 105 to begin streaming an opening portion of the requested content item to the requesting user device 102. At 1106, the content distribution module 122 instructs the alternate content distribution system 902 to begin streaming a remainder portion of the requested content item to the requesting user device 102. The user device 102 (e.g., the client 133 thereof) may stitch the opening and remainder portions and initiate playback as described herein.

FIG. 12 is a block diagram of one example embodiment of a process for providing content items to content provider service users without utilizing a content distribution network 105. FIG. 13 is a flow chart illustrating one example embodiment of a process flow 1300 for providing content items according to the block diagram of FIG. 12. At 1302, the playback system 110 receives a request for a content item. At 1304, the playback system 110 encodes the content item. For example, when content items are received from rights holder system 112, the playback system 110 stores the content items at the data store 109 without completing the encoding process. Instead, encoding may be performed on demand at 1304. At 1306, the playback system 110 may begin streaming the now-encoded content item to the requesting user device 102.

The features and advantages described in the specification are not all inclusive and, in particular, many additional features and advantages will be apparent to one of ordinary skill in the art in view of the drawings, specification, and claims. The language used in the specification has been principally selected for readability and instructional purposes, and may not have been selected to delineate or circumscribe the disclosed subject matter.

The figures and the following description relate to example embodiments of the invention by way of illustration only. Alternative example embodiments of the structures and methods disclosed here may be employed without departing from the principles of what is claimed.

Any patent, publication, or other disclosure material, in whole or in part, that is said to be incorporated by reference herein is incorporated herein only to the extent that the incorporated materials do not conflict with existing definitions, statements, or other disclosure material set forth in this disclosure. As such, and to the extent necessary, the disclosure as explicitly set forth herein supersedes any conflicting material incorporated herein by reference. Any material, or portion thereof, that is said to be incorporated by reference herein, but which conflicts with existing definitions, statements, or other

disclosure material set forth herein will only be incorporated to the extent that no conflict arises between that incorporated material and the existing disclosure material.

Reference in the specification to “one example embodiment,” “various example embodiments,” or to “an example embodiment” means that a particular feature, structure, or characteristic described in connection with the example embodiments is included in at least one example embodiment of the invention. The appearances of the phrase “in one example embodiment” or “a preferred example embodiment” in various places in the specification are not necessarily all referring to the same example embodiment. Reference to example embodiments is intended to disclose examples, rather than limit the claimed invention.

Some portions of the above are presented in terms of methods and symbolic representations of operations on data bits within a computer memory. These descriptions and representations are the means used by those skilled in the art to most effectively convey the substance of their work to others skilled in the art. A method is here, and generally, conceived to be a self-consistent sequence of actions (instructions) leading to a desired result. The actions are those requiring physical manipulations of physical quantities. Usually, though not necessarily, these quantities take the form of electrical, magnetic or optical signals capable of being stored, transferred, combined, compared and otherwise manipulated. It is convenient, at times, principally for reasons of common usage, to refer to these signals as bits, values, elements, symbols, characters, terms, numbers, or the like. Furthermore, it is also convenient, at times, to refer to certain arrangements of actions requiring physical manipulations of physical quantities as modules or code devices, without loss of generality.

It should be borne in mind, however, that all of these and similar terms are to be associated with the appropriate physical quantities and are merely convenient labels applied to these quantities. Unless specifically stated otherwise as apparent from the preceding discussion, it is appreciated that throughout the description, discussions utilizing terms such as “processing” or “computing” or “calculating” or “determining” or “displaying” or “determining” or the like, refer to the action and processes of a computer system, or similar electronic computing device, that manipulates and transforms data represented as physical (electronic) quantities within the computer system memories or registers or other such information storage, transmission or display devices.

Certain aspects of the present invention include process steps and instructions described herein in the form of a method. It should be noted that the process steps and instructions of the present invention can be embodied in software, firmware or hardware, and when embodied in software, can be downloaded to reside on and be operated from different platforms used by a variety of operating systems.

The present invention also relates to an apparatus for performing the operations herein. This apparatus may be specially constructed for the required purposes, or it may comprise a general-purpose computer selectively activated or reconfigured by a computer program stored in the computer. Such a computer program may be stored in a computer readable storage medium, such as, but not limited to, any type of disk including floppy disks, optical disks, CD-ROMs, magnetic-optical disks, read-only memories (ROMs), random access memories (RAMs), EPROMs, EEPROMs, magnetic or optical cards, application specific integrated circuits (ASICs), or any type of media suitable for storing electronic instructions, and each coupled to a computer system bus. Furthermore, the computers and computer systems referred to in the specification may include a single processor or may

be architectures employing multiple processor designs for increased computing capability.

The methods and displays presented herein are not inherently related to any particular computer or other apparatus. Various general-purpose systems may also be used with programs in accordance with the teachings herein, or it may prove convenient to construct more specialized apparatus to perform the required method actions. The required structure for a variety of these systems will appear from the above description. In addition, the present invention is not described with reference to any particular programming language. It will be appreciated that a variety of programming languages may be used to implement the teachings of the present invention as described herein, and any references above to specific languages are provided for disclosure of enablement and best mode of the present invention.

While the invention has been particularly shown and described with reference to a preferred example embodiment and several alternate example embodiments, it will be understood by persons skilled in the relevant art that various changes in form and details can be made therein without departing from the spirit and scope of the invention.

Finally, it should be noted that the language used in the specification has been principally selected for readability and instructional purposes, and may not have been selected to delineate or circumscribe the inventive subject matter. Accordingly, the disclosure of the present invention is intended to be illustrative, but not limiting, of the scope of the invention.

We claim:

1. A playback system for providing content items to a user device, the playback system comprising:
 - a processor;
 - a memory device in communication with the processor, wherein the memory device comprises instructions thereon that, when executed by the processor, cause the playback system to:
 - divide a first content item into an opening portion and a remainder portion, wherein the opening portion begins at a chronological beginning of the first content item and ends a first number of digital units from the chronological beginning of the first content item;
 - encode the opening portion according to a first encoding format to generate a first encoded opening portion;
 - send the first encoded opening portion to a content distribution system remote from the playback system;
 - estimate a time to encode the remainder portion according to the first encoding format;
 - estimate a delay between beginning of a streaming of a first encoded remainder portion and receiving a resulting stream at the user device; and
 - select the first number of digital units, wherein the first number of digital units is equivalent to or greater than an estimated delay between a receipt of the stream of the opening portion from the content distribution system to the user device and a receipt of the stream of the remainder portion;
 - receive a request for the first content item from a user device; and
 - in response to the request:
 - send, to the content distribution system, an instruction to stream the first encoded opening portion to the user device;
 - encode the remainder portion according to the first encoding format to generate the first encoded remainder portion; and

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stream the first encoded remainder portion from the playback system to the user device.

2. The system of claim 1, wherein the first number of digital units from the chronological beginning of the first content item corresponds to about thirty (30) seconds of a playback time of the first content item.

3. The system of claim 1, wherein the memory device further comprises instructions thereon that, when executed by the processor, cause the playback system to:

receive a second request for the first content item from a second user device, wherein the second request indicates a second encoding format;

send, to the content distribution system, a second instruction to stream a second encoded opening portion to the second user device;

encode the remainder portion according to the second encoding format to generate a second encoded remainder portion; and

stream the second encoded remainder portion to the second user device.

4. The system of claim 1, wherein the memory device further comprises instructions thereon that, when executed by the processor, cause the playback system to, in response to the request, provide the user device with an indication of the first number of digital units.

5. The system of claim 1, wherein the memory device further comprises instructions thereon that, when executed by the processor, cause the playback system to:

divide a plurality of content items resulting in, for each of the plurality of the content items, an opening portion beginning at a chronological beginning of the content item and ending a predetermined number of digital units from the chronological beginning of the content item and a remainder portion;

encode each of the resulting opening portions according to the first encoding format; and send each of the resulting opening portions to the content distribution system.

6. The system of claim 1, wherein the memory device further comprises instructions thereon that, when executed by the processor, cause the playback system to:

encode an opening portion of a second content item according to the first encoding format to generate a third encoded opening portion of the second content item;

send the third encoded opening portion to the content distribution system; receive a second request for the second content item from the user device;

in response to the second request:

send, to the content distribution system, an instruction to stream the first encoded opening portion of the second content item to the user device;

encode a remainder of the second content item according to the first encoding format to generate a first encoded remainder portion of the second content item; and

stream the first encoded remainder portion of the second content item to the user device.

7. A computer-implemented method for providing content items to a user device, the method comprising:

dividing, by a playback system, a first content item into an opening portion and a remainder portion by a computer system, wherein the opening portion begins at a chronological beginning of the first content item and ends a first number of digital units from the chronological beginning of the first content item, and wherein the playback system comprises at least one processor and associated memory;

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encoding, by the playback system, the opening portion according to a first encoding format to generate a first encoded opening portion;

sending, by the playback system, the first encoded opening portion to a content distribution system remote from the playback system;

estimating, by the playback system, a time to encode the remainder portion according to the first encoding format;

estimating, by the playback system, a delay between beginning of a streaming of a first encoded remainder portion and receiving a resulting stream at the user device; and

selecting, by the playback system, the first number of digital units, wherein the first number of digital units is equivalent to or greater than an estimated delay between a receipt of the stream of the opening portion from the content distribution system to the user device and a receipt of the stream of the remainder portion;

receiving, by the playback system, a request for the first content item from a user device; and

in response to the request:

sending, to the content distribution system and by the playback system an instruction to stream the first encoded opening portion to the user device;

encoding, by the playback system, the remainder portion according to the first encoding format to generate the first encoded remainder portion; and

streaming, from the playback system, the first encoded remainder portion.

8. A playback system for providing content items to a user device, the system comprising:

a processor;

a memory device in communication with the processor, wherein the memory device comprises instructions thereon that, when executed by the processor, cause the playback system to:

divide a first content item into an opening portion and a remainder portion, wherein the opening portion begins at a chronological beginning of the first content item and ends a first number of digital units from the chronological beginning of the first content item;

encode the opening portion according to a first encoding format to generate a first encoded opening portion;

send the first encoded opening portion to a content distribution system remote from the playback system;

estimate a time to encode the remainder portion according to the first encoding format;

estimate a delay between beginning of a streaming of a first encoded remainder portion and receiving a resulting stream at the user device; and

select the first number of digital units, wherein the first number of digital units is equivalent to an estimated delay between a receipt of the stream of the opening portion from the content distribution system to the user device and a receipt of the stream of the remainder portion;

receive a request for the first content item from a user device, wherein the request indicates the first encoding format; and

in response to the request:

send, to the content distribution system, an instruction to stream the encoded opening portion to the user device; and

stream a first encoded remainder portion to the user device, wherein the first encoded remainder portion is also encoded according to the first encoding format.